

Amendments to the Specification

Please replace the paragraph beginning at page 7, line 9, with the following rewritten paragraph:

FIG. 1 shows a block diagram of a home entertainment system using targeted advertising. System 100 includes a set top box 101, a display 103, a remote display terminal 105, a server computer 115 and a remote transmitter 119. Set top box 101 includes a transmitter 109 for transmitting information in a wireless manner over link 117 to remote terminal 105. Transmitter 109 can use different wireless technologies such as Bluetooth wireless technology. Set top box 101 can be any type of device containing a microprocessor. Set top box 101 is connected to a data processing server 115 via cable 111. The link between the set top box 101 and the server 115 can also be wireless, such as a satellite transmission. Set top box 101 is also connected to a display 103 via cable 107. The link between the set top box 101 and the display 103 can also be wireless. Display 103 can be any form of display, for example, a conventional television display or a flat panel display, etc.